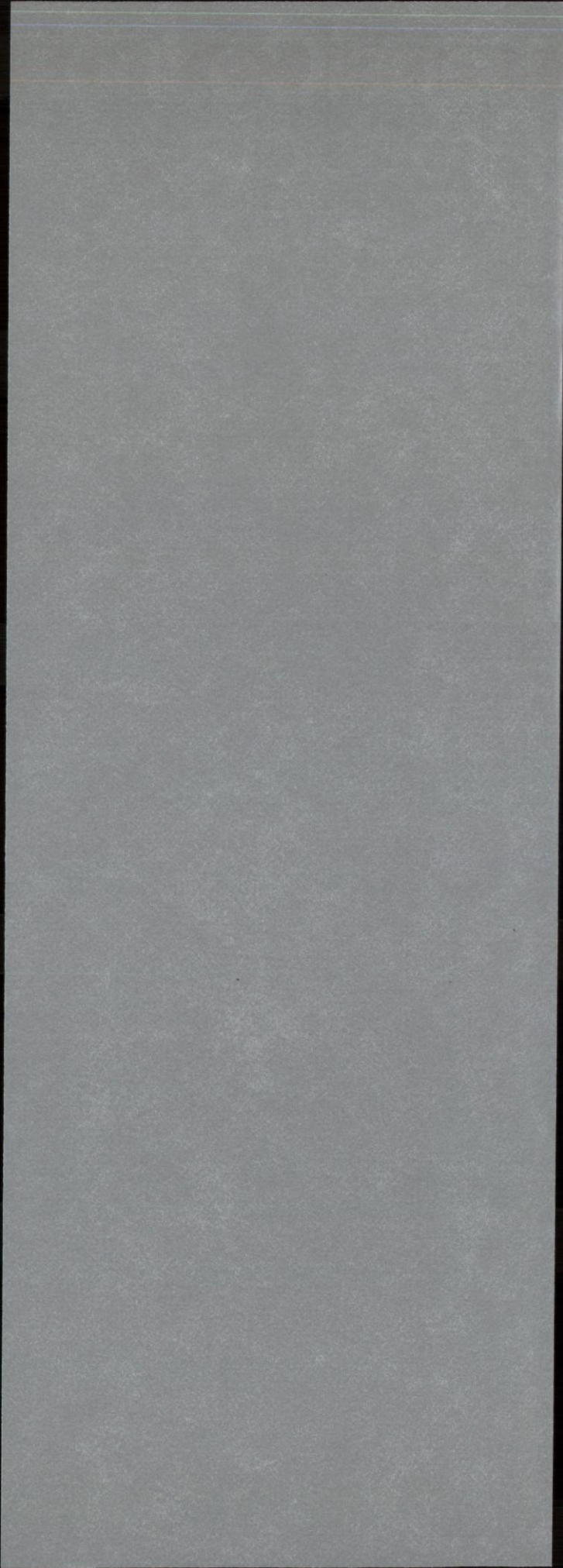


# PepsiCo, Inc. Products & Services



## Introduction

CLEVELAND PUBLIC LIBRARY  
BUSINESS INF. BUR.  
CORPORATION FILE

PepsiCo, Inc., is a diversified consumer products and services company with annual sales rapidly approaching \$2 billion, with some 50,000 employees and 46,000 shareholders, whose products are available to more than 2 billion people around the world.

Beginning with the solid foundation of two of the best known, most respected brand names in the marketplace, Pepsi-Cola and Frito-Lay, PepsiCo has built a structure that now also includes such trusted, familiar brand and service marks as Wilson Sporting Goods, north-American Van Lines and Monsieur Henri Wines—as well as a broad range of transportation and leasing services.

PepsiCo's business is filling the fundamental and continuing needs of people across the entire economic spectrum—for refreshment, for recreation, for mobility, and for the tools of enterprise.



## Soft drinks

Pepsi-Cola, first formulated over 75 years ago by a North Carolina druggist for the enjoyment of his customers, is today known and consumed in every part of the world. Its distinctive trademark has become a symbol of refreshment in every climate and culture—most recently, as the first American consumer product ever produced and sold in the Soviet Union.

Once considered merely a presumptuous challenger in its field, Pepsi has earned its present established position of international leadership by a continuing succession of creative innovations in advertising, packaging and product merchandising.

Complementing the nearly universal popularity of Pepsi-Cola's appeal are companion products designed to satisfy the thirsts of those with special soft drink preferences, including sugar-free Diet Pepsi, Mountain Dew, Teem and Patio flavors. In the international market, the Mirinda line offers an array of flavors specially developed to tempt various local tastes.





## **Snack foods**

Fritos brand corn chips and Lay's brand potato chips, the nationally distributed principal products of Frito-Lay, Inc., have long enjoyed prominence in the snack food market.

To these established favorites, the industry's most successful product development program has added a host of new popular brand names that include Doritos, Chee•tos, Ruffles, Munchos, Funyuns and Bacon-Nips.

Building ever-widening availability for these products is a large route sales force made up of carefully selected and trained men and women whose efforts give Frito-Lay the benefit of regular store-door delivery, with constant attention to product display and freshness. Among the results: steadily increased distribution, and an enviable reputation for consistent shelf quality.

PepsiCo is moving toward leadership in the international snack market, too. In Mexico, Sabritas have become the nation's favorite potato chip; and in Venezuela, Sweden, Spain, France and Brazil, PepsiCo has acquired established local brands and applied to them the management, merchandising and quality control techniques it has successfully developed in the domestic market.







## **Sporting goods**

Wilson sporting goods have earned an honored reputation among professional, scholastic and amateur athletes since 1914.

Wilson golf and tennis equipment is the personal choice of scores of top competitors in those sports, and Wilson has long supplied the official league balls for the National Football League and the National Basketball Association, as well as team uniforms for most major league baseball clubs.

Wilson products have become respected favorites among more casual sportsmen, too. Such new products as the T-2000 and T-3000 steel tennis rackets, the LD golf ball and recent additions to the Red W line of sporting apparel have helped Wilson's sales rise dramatically under PepsiCo's direction since 1970.





## **Wines and spirits**

Monsieur Henri Wines, Ltd., is a distinguished major importer of moderately priced as well as prestige table wines from the world's leading producers.

Its most popular product is Yago Sant'Gria, America's best-selling imported wine, with annual sales of well over a million cases.

Monsieur Henri is also the sole U.S. importer of the only authentic Russian vodka on the American market, Stolichnaya.

In all, more than 1500 varieties of fine wines from 17 countries proudly bear the Monsieur Henri label.





## **Transportation**

The principal component of PepsiCo's group of transportation services is northAmerican Van Lines, a leading mover of household goods and industrial products, with some 800 domestic and 350 overseas affiliated agents and contractors.

Other members of the transportation services group include PepsiCo Truck Rental; National Trailer Convoy, which transports mobile homes; and Mobilease Corporation, which leases relocatable structures for a wide variety of uses.





North American  
VAN LINE



## Leasing

When a businessman needs major equipment items whose purchase would mean heavy outlays of capital that he needs for operations and other purposes, his decision is often to lease, rather than own, such equipment.

Chandler Leasing and Rental Electronics, PepsiCo's leasing subsidiaries, stand ready to make available a wide variety of general equipment at affordable rates—including industrial production machinery and such diverse items as complex medical devices for hospitals, commercial fishing boats, airline loading ports, oil well exploration equipment, or almost any items a business requires.





## **Worldwide operations**

PepsiCo currently does business in more than 130 countries and territories outside the United States.

The main portion of that business involves the sale of Pepsi-Cola concentrate, produced at strategically located manufacturing plants, to some 525 independent franchised bottlers in various countries. Conveniently located field offices, staffed by experts, offer them marketing and technical support services.

In addition, PepsiCo's growing international snack food business now includes production facilities and distribution networks in Mexico, Spain, Sweden, France, Venezuela, Brazil and Japan.

Wilson Sporting Goods products are fast becoming international favorites, too; they're now available in 129 countries and territories outside the United States.

The northAmerican Van Lines symbol is a familiar sight abroad, too; of its 38 worldwide regional service offices, 30 are outside the U.S., and moving service is available between any two points in the world.

Even the leasing division is international, operating small car leasing companies in Mexico and Puerto Rico.



Monsieur Henri Wines, naturally, has long been active in the international market. In addition to importing the fine wines of 17 lands, it is also the owner or part-owner of vineyards and wineries in several leading wine-producing areas abroad, including a giant new plant in Spain's Rioja district, where Yago Sant'-Gria is manufactured.

PepsiCo, Inc., a major multinational company in the truest and best sense, has its roots in America, but its products and services cover the globe. Its people represent a wide diversity of national origins and backgrounds. Its worldwide operations benefit the economies, the workers, and the cultures of every country they touch. And the needs it serves are the basic needs of people everywhere.

# Principal products and services

## Soft drinks

Pepsi-Cola  
Diet Pepsi-Cola  
Mountain Dew  
Teem  
Patio flavors  
Mirinda flavors  
Paso de los Toros  
Evervess  
Schwip Schwap  
Niagara Dry

## Snacks

Fritos corn chips  
Lay's potato chips  
Doritos tortilla chips  
Chee-tos cheese puffs  
Ruffles ridged  
potato chips  
Munchos potato crisps  
Bacon-Nips  
Lay's cocktail dips  
Sabritas snacks

## Sporting goods

Baseball  
Football  
Basketball  
Tennis  
Golf  
Softball  
Hockey  
Sports apparel

## Wines and spirits

Yago Sant'Gria  
Stolichnaya Russian vodka  
Pierre Cartier French  
wines and champagnes  
Piat Pere et Fils  
French burgundies  
Franz Weber German wines  
K. L. Schmitt German wines  
Fuki Japanese saki  
and wines  
Stone's English ginger wine  
Castelo Real Portuguese  
wines  
Hooper Portuguese port  
wines  
Cecci Italian Chianti wine  
Dragone Italian Lambrusco  
wine

## Transportation services

Household goods moving  
Industrial products moving  
Truck rentals  
Mobile home moving  
Relocatable office  
space installations

## Leasing services

Industrial production  
machinery  
Electronic equipment  
Medical equipment  
Office furnishings  
and equipment  
Executive aircraft  
Boats  
Automobiles  
Refrigeration equipment

## Executive Offices

---

### PepsiCo, Inc.

Purchase, N.Y. 10577

### Principal Divisions and Subsidiaries:

#### Pepsi-Cola Company

Purchase, N.Y. 10577

#### Frito-Lay, Inc.

Frito-Lay Tower,  
Exchange Park  
Dallas, Texas 75235

#### Monsieur Henri Wines, Ltd.

Purchase, N.Y. 10577

#### PepsiCo International

Purchase, N.Y. 10577

#### PepsiCo Leasing

101 Hartwell Avenue,  
Lexington, Mass. 02173

#### PepsiCo Transportation

1925 National Plaza,  
Tulsa Okla. 74151

#### Wilson Sporting Goods Co.

2233 West Street,  
River Grove, Ill. 60171



